ethernet-apl™
advanced physical layer

BRAND GUIDELINES

RELEASE: NOVEMBER 2023

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01 LOGO

Logo of Ethernet-APL™

The Ethernet-APL™ logo is always used with the figurative mark and, if possible, with the claim.
You can use the logo horizontally or vertically.

In text the brand wordmark is written as **Ethernet-APL™**, but never E-APL. The wordmark shall include the TM designation for the first instance of usage in a document at a minimum.
If you want to use the term “APL” in text, you should introduce it as “Advanced Physical Layer (APL)” in the first usage.

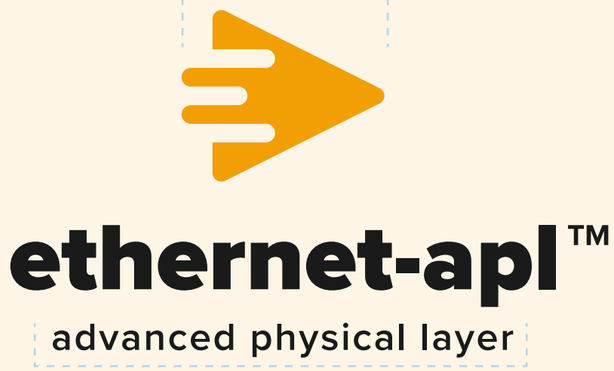
The figurative mark may be used alone if the complete mark (wordmark or logomark) has been shown previously at least once in the same document, e.g. on a slide or a page of a brochure.

Use the following shortcut in Microsoft Word to place the Trademark Symbol:

Ctrl + Alt + T

VERTICAL

Figurative mark

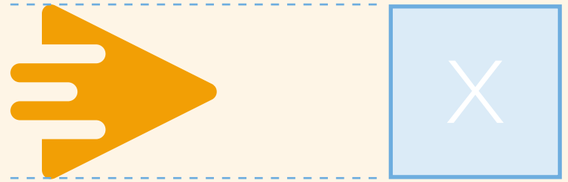


Claim

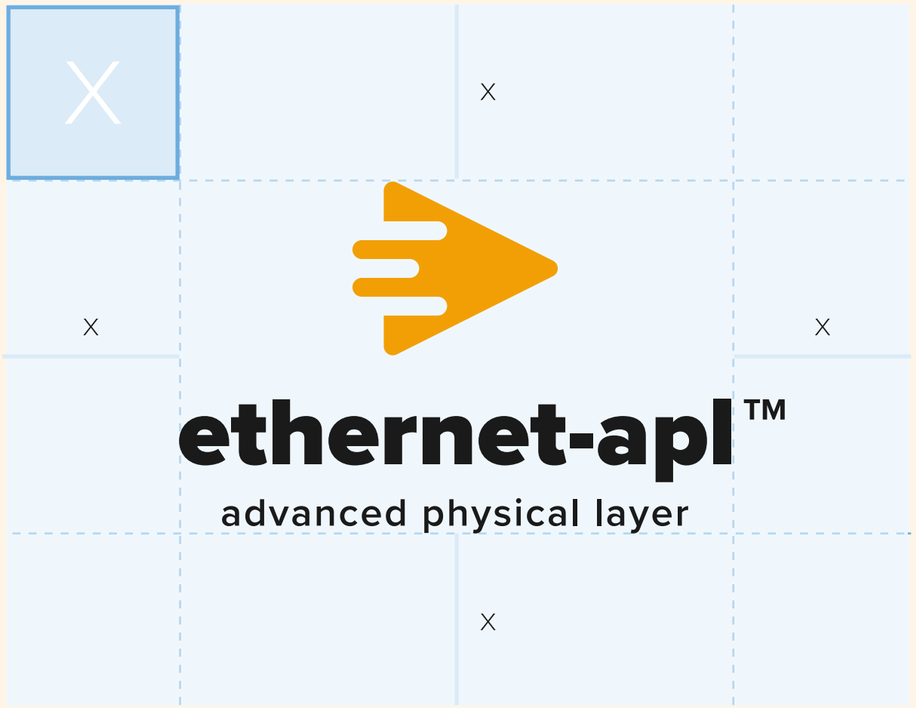
HORIZONTAL

The trademark symbol must always be on the logo.

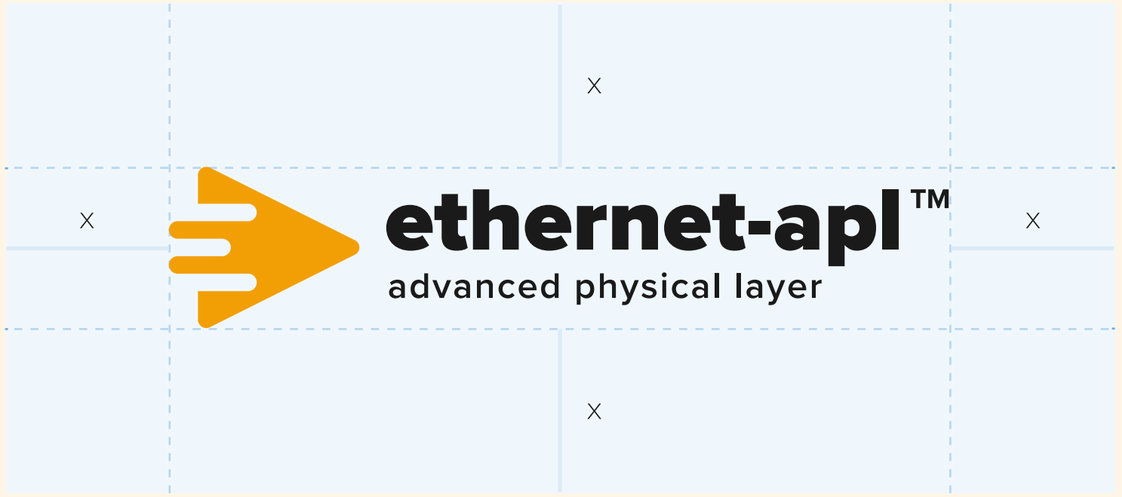
LOGO WITH PROTECTION ZONE



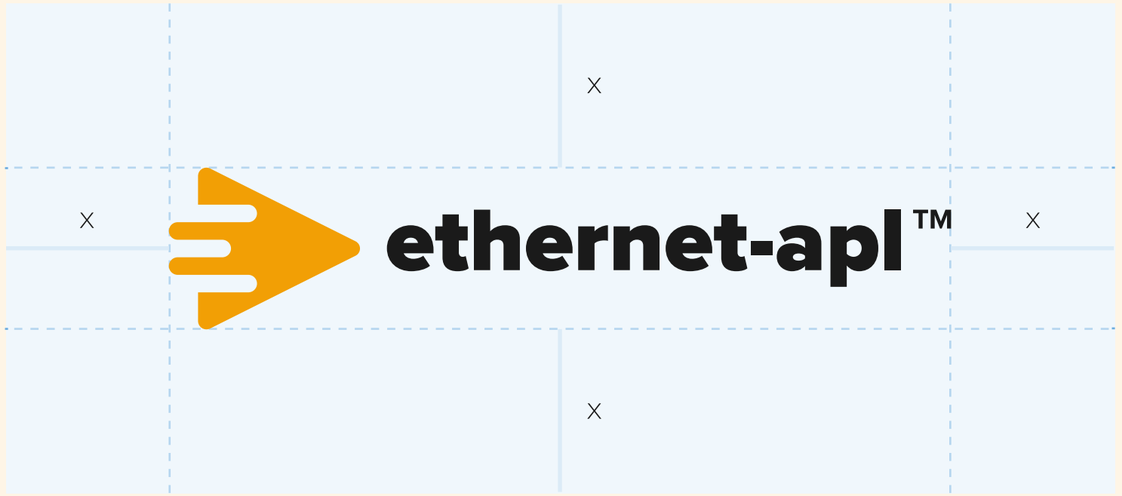
The figurative mark determines the distance dimension



Logo vertical with claim



Logo horizontal with claim



Logo horizontal without claim

How to use the Ethernet-APL™ logo

This page explains the proper use of the Ethernet-APL™ logo. The **vertical** and the **horizontal** version can be set in black as well as in white, if necessary due to backgrounds or corporate requirements. However, the standard variant is preferred for the majority of logo usage. The logo may be used on pictures, but only if the background is calm or monochrome.

Any member of, or any entity that has been licensed to use **Ethernet-APL** from **FieldComm Group, ODVA, OPC Foundation**, or **Profibus/Profinet International** may use this logo in general marketing collateral that is not directly affiliated with a product or product line.

Use on, or in conjunction with, specific products or product lines is limited to those entities that have been licensed to use **Ethernet-APL** from one of the following organizations: **FieldComm Group, ODVA, OPC Foundation, or Profibus/Profinet International.** If certification or conformance testing is required by the licensing organization, this must be completed for the specific network or networks integrated into the product.

STANDARD
(DEFAULT/MAJORITY USE)

ethernet-apl™
advanced physical layer

BLACK
(EXCEPTION FOR VERY LIGHT BACKGROUNDS OR IF CORPORATE RULES REQUIRE BLACK INK ONLY)

ethernet-apl™
advanced physical layer

WHITE
(EXCEPTION FOR SOLID OR DARK BACKGROUNDS)

ethernet-apl™
advanced physical layer

Improper logo usage

The following examples explain how the logo may not be used. **The logo may not be changed.**
Please follow the only acceptable uses as described on the previous page.

Without the Trademark symbol

Colored monochrome other than black

Figurative mark in the wrong color

Combined with another brand or any other logo to create a “composite” logo

Inserted at an angle

Distorted in any way

02 COLOR

PRIMARY COLORS

APL Orange

#F29F05
R242 **G**159 **B**5
C0 **M**40 **Y**95 **K**0

APL Black

#1A1A1A
R26 **G**26 **B**26
C75 **M**65 **Y**60 **K**80

White

#FFFFFF
R255 **G**255 **B**255
C0 **M**0 **Y**0 **K**0

SECONDARY COLORS

APL Fire Red

#F23030
R242 **G**48 **B**48
C0 **M**90 **Y**75 **K**0

APL Forest Green

#03A64A
R3 **G**166 **B**74
C80 **M**0 **Y**90 **K**0

APL Sky Blue

#43CAD9
R67 **G**202 **B**217
C65 **M**0 **Y**20 **K**0

03 TYPOGRAPHY

Font for Print & Web

Open Sans features modern proportions and strict geometric shapes. This is the font for print and web applications (web font available!). It is used as the corporate typeface for business papers and the website.

Download Google Open Sans https://fonts.google.com/specimen/Open+Sans

Open Sans

The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog

0 1 2 3 4 5 6 7 8 9
. , ; ! ? § $ % & = @ € ( ) + # “ „ ä Ä ö Ö ü Ü

Light	Regular	**Bold**	**ExtraBold**
The quick brown fox jumps over the lazy dog	The quick brown fox jumps over the lazy dog	**The quick brown fox jumps over the lazy dog**	**The quick brown fox jumps over the lazy dog**

Systemfont: Arial

The Arial font, which is available for everyone, is used for e-mail traffic and open media such as PowerPoint.

Arial

The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog

0 1 2 3 4 5 6 7 8 9
. , ; ! ? § $ % & = @ € ( ) + # “ „ ä Ä ö Ö ü Ü

Regular	**Bold**	**Black**
The quick brown fox jumps over the lazy dog	**The quick brown fox jumps over the lazy dog**	**The quick brown fox jumps over the lazy dog**

04 IMAGERY

Preferred pictures

As a rule, pictures should show industrial landscapes or applications or pictures that represent an Ethernet network. It should be ensured that there is enough space for text or logos. You should also make sure that the pictures are not too restless. A clear visual language is preferable.

If possible, the colors orange or reddish yellow should appear in the pictures.

www.shutterstock.com

1. shutterstock_156631511
2. shutterstock_444320401
3. shutterstock_361667525
4. shutterstock_1079750258
5. shutterstock_1706536765
6. shutterstock_599557121

KEYVISUAL

Use and design of graphics

Infographics / graphics can be used to explain complex content. It should be possible to gather important information quickly. The diagram should be simple and clear – lines, bars and also icons serve as a toolset. A legend with a few key points can also be useful.

Less is more – just visualize important information.

Coloring of graphics

In addition to the primary color, APL Orange, the following shades of blue can be used:

#F29F05
R242 **G**159 **B**5
C0 **M**40 **Y**95 **K**0

#366CAC
R54 **G**108 **B**172
C80 **M**50 **Y**0 **K**10

#2D89CA
R45 **G**137 **B**202
C77 **M**36 **Y**0 **K**0

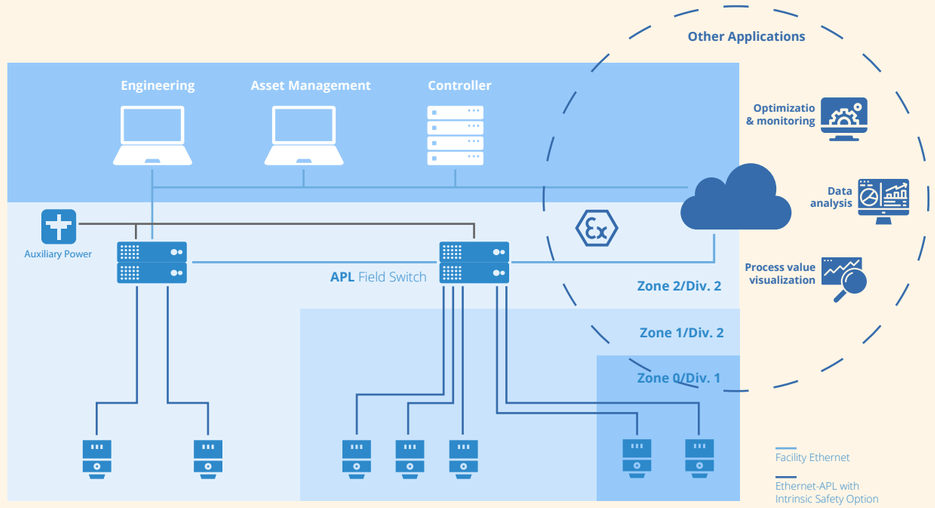
#6DADDF
R109 **G**173 **B**223
C58 **M**20 **Y**0 **K**0

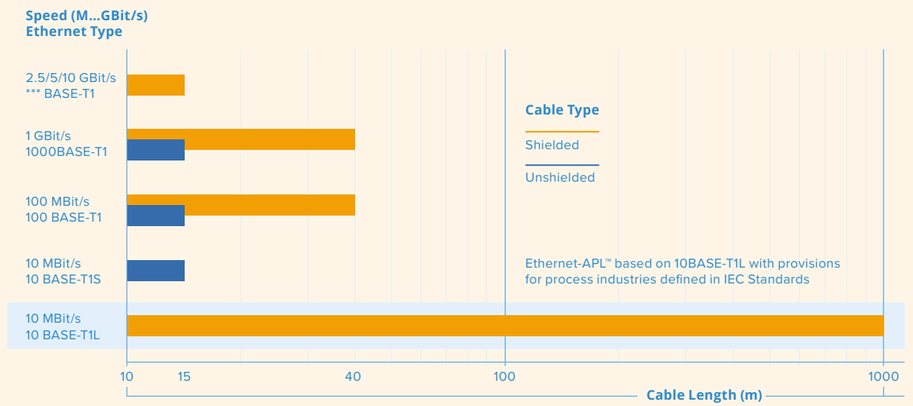
#96C9FA
R150 **G**201 **B**250
C43 **M**11 **Y**0 **K**0

#C9E3FC
R201 **G**227 **B**252
C24 **M**5 **Y**0 **K**0

#E3F0FC
R227 **G**240 **B**252
C13 **M**3 **Y**0 **K**0

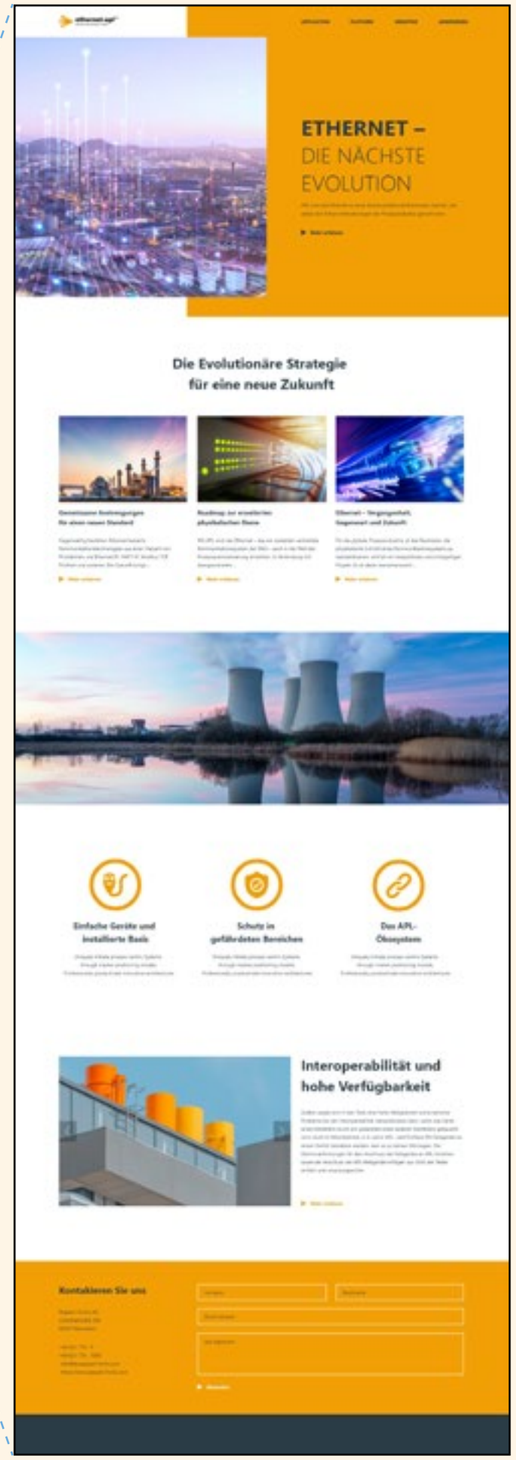
Examples of graphics



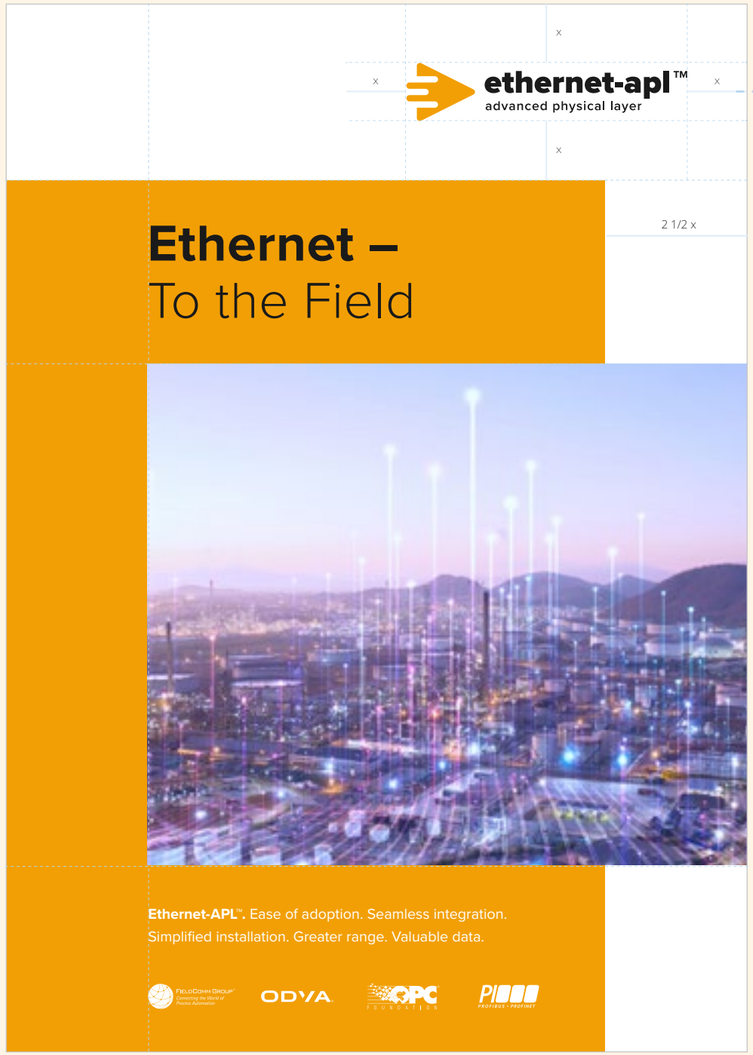


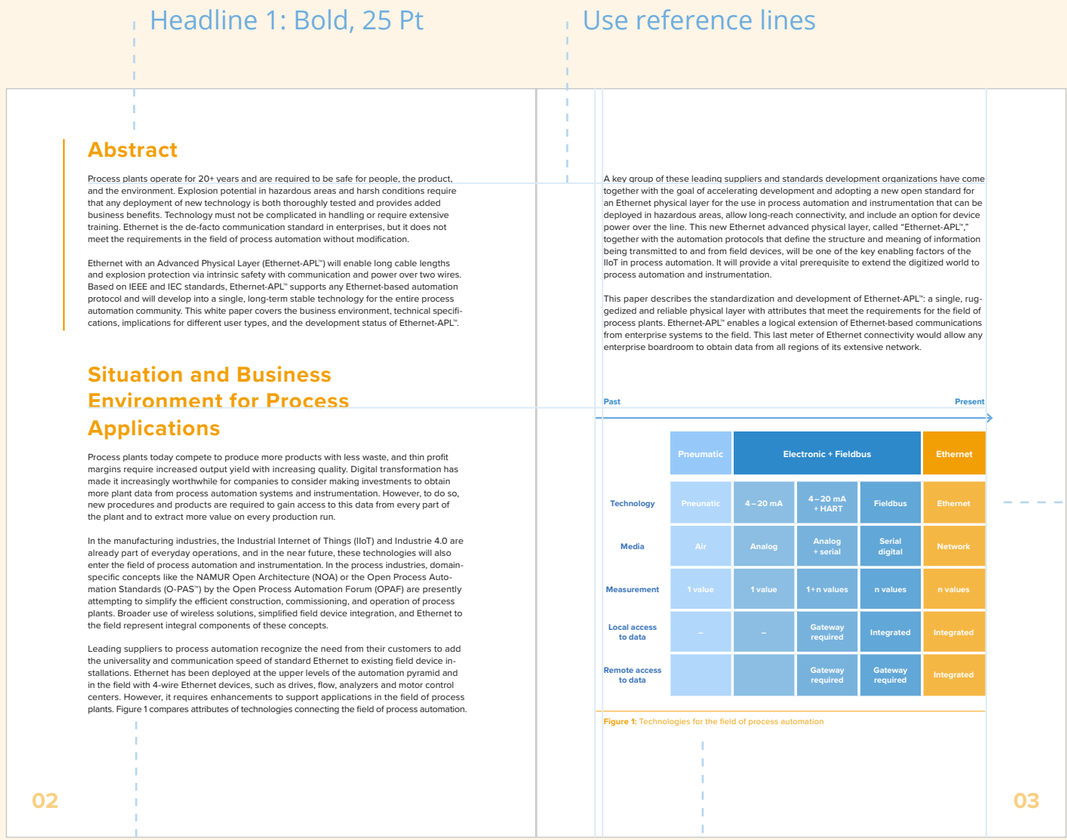
05 USE

CORPORATE WEBSITE



PRINT – EXAMPLE





06 CONTACT

For more information please contact:

FieldComm Group

go.fieldcommgroup.org/apl

ODVA

www.odva.org/apl

OPC Foundation

www.opcfoundation.org/apl

Profibus and Profinet International (PI)

www.profibus.com/apl